



Ozone Awareness / Public Education Campaigns

Description

Ozone Awareness/Public Education Campaigns are programs or activities that encourage individuals and groups to become aware of their air quality, how polluted air can affect their health and what they can do to improve air quality. Ozone Awareness/Public Education Campaigns are often implemented in conjunction with Ozone Action Day Programs (see Fact Sheet MI02).

Ozone Awareness/Public Education Campaigns use the media to deliver facts about ground level ozone and educational information to the public. Facts should include identifying the difference between ground level ozone and stratospheric ozone, the chemical makeup of ground level ozone, how its main components are formed and health problems associated with high concentrations of ground level ozone. Educational information should include examples of ozone emitting and ozone reducing activities. Media choices may include radio, television, newsprint and/or public announcements. Media choices vary depending on availability.

Emission Reduction

Successful education programs encourage citizens and businesses to change their behavior in a way that lowers emissions. Exact percent reductions can not be calculated because the programs are voluntary. Surveys that ask people if they took action to reduce emissions can help give a sense of what reductions are occurring.

Estimated Cost

Costs vary depending on voluntary involvement and nature of the campaign. Costs may include media service, print service for promotional campaigns and staffing time for coordination of activities and communication. Media service is often donated by local agencies and service providers. Many programs receive financial support for organization and print services from local business, industry and government.

Cost Effectiveness

Cost effectiveness is difficult to determine based on the voluntary nature of the program.

Implementation Issues

Start Up Time: Depending on the extent of the program, start up could take three to six months.

Public Acceptance: Indiana has Ozone Awareness/Public Education Campaigns in Northwest Indiana, Southern Indiana, Evansville, South Bend and Central Indiana. These programs are generally popular with the public because they are voluntary and focus on education and behavior change rather than mandated requirements.

Funding Sources: Most Ozone Awareness/Public Education Campaigns are funded through local government or nonprofit coalitions. In some areas, federal funds may be available.

Enforcement: These programs are voluntary and do not require enforcement.

Comments

To learn more about Ozone Awareness/Public Education Campaigns, contact Amy Morris, Director, Partners for Clean Air at (800) 451-6027 press zero and ask for extension 3-6870 or dial (317) 233-6870 direct.